

ADJUSTABLE DISPLAY RACK

ABSTRACT OF THE DISCLOSURE

An adjustable display rack or stand for displaying products on at least two panels of the display rack. The panels being adjustable about respective generally horizontal pivot axes to adjust an angle or degree of tilt of the panels relative to a base of the display rack. The panels are substantially simultaneously or correspondingly pivoted via an adjustable mechanism and at least one cable connected to the adjustable mechanism and at least one of the panels. The adjustable mechanism may be connected to one of the panels via the cable and may be coupled to one other of the panels, whereby the panels are pivotable via movement of the adjustable mechanism. The adjustable mechanism may comprise a threaded collar that is threadedly coupled to an elongated threaded shaft such that rotation of the shaft causes movement of the collar along the shaft to pivot the panels about their pivot axes.